

# THE WORKFORCE WORD

AWDA is committed to "Empowering residents to obtain meaningful employment thus, becoming self-sufficient, educated and skilled and connecting them to local businesses seeking to build an effective workforce that will support a vibrant, diverse economy for the city of Atlanta."

## Colgate P.O.W.E.R. Campaign (Preparing Our World Through Education and Responsibility) May 26<sup>th</sup> –2005



### Events in June

Job Fairs 7, 14, 21, 28,

June 6—17  
BMOA Wheels of Dreams  
Computer Skills &  
Entrepreneurial Training

June 6  
Goodworks Orientation

June 9  
AHA Orientation

June 22  
Youth Council Meeting

The Colgate P.O.W.E.R. event at AWDA's One-Stop Center proved one of the most uplifting and entertaining since its inception 12 years ago. Over 150 youth, mostly high school students and recent graduates were in attendance and received promotional Colgate-Palmolive products following the ceremony. Gabrielle Allmon, of AWDA's youth department was the Emcee, and hosted the event. The affair kicked off with a brief AWDA overview by Youth Department Head, Tammy Lipsey and the value of real work experiences by AWDA board member and CVS Manager of Workplace Development, Mike Romesburg. Dr. Perry-Christian followed and focused on maintaining professionalism through good work ethics, character, and preparation. JoAnn Paschal concentrated on the physical and grooming aspects of professionalism and used AWDA's Michelle Dorsey and Jae Scarborough adorned in street clothes as examples of how not to dress for an interview/job. Highlighting At-Risk issues such as healthy personal hygiene and STD's, Michele Ozumba spoke on behalf of GCAPP and encouraged the kids to use precautions and discernment in taking care of their bodies.



Mayor Shirley Franklin addresses the audience while Blenda DeBerry (Colgate/Palmolive), Greg Street (V-103) and Nancy Scott (Kroger) hold the \$10,000.00 check.

One of the more exciting aspects of the day's events was the brief but powerful message of motivational speaker Keith L. Brown. Brown delivered a dynamic uplifting speech on the principles of identity and undying resolve for life goals and actions. His oration impacted on every person in the auditorium, as cheers and laughter echoed throughout the halls of the One-Stop center. Incorporating song, dance, chants, through crowd interaction, Brown encouraged the youth to pursue their dreams and work diligently towards their aspirations by providing each other the support and assistance necessary for success.

Mark Scaife followed Brown, and warned on the dangers of substance abuse and illegal drugs. Scaife instructed the audience to establish and pursue solid character, reputation, and ethics to help them endure life's challenges. He relayed his personal experiences of prison and addictions to portray a vivid description of confronting and overcoming adversity. Monroe Thorton, of Talladega College specifically addressed the graduating students on the importance of pursuing education after high school, along with the benefits of financial aid and scholarship opportunities.



Keith L. Brown and Atlanta High School students literally "Uplifting" their peer.

### Celebrate Father's Day! June 19, 2005

The origin of Father's Day is unclear, and regardless of when the first true Father's Day occurred, the strongest promoter of the holiday was Mrs. Sonora Smart Dodd of Spokane, Washington. In 1909 Mrs. Dodd and her home church celebrated father's day in honor of her amazing father Mr. William Smart. William Smart, a Civil War veteran whose wife died young, raised Sonora Dodd and her all of her 5 siblings to maturity as a single father.

States and organizations began lobbying Congress to declare an annual Father's Day. In 1916, President Woodrow Wilson approved of this idea, but it remained unofficial, until 1924 when President Calvin Coolidge made it a national event to "establish more intimate relations between and their children and to impress upon fathers the full measure of their obligations." In 1966 President Lyndon Johnson signed a presidential proclamation declaring the 3rd Sunday of June as Father's Day.

One man's self-sacrificing love for his children led to a national day of recognition for all fathers.



Mayor Shirley Franklin and the Atlanta Workforce Development Agency would like to sincerely thank all participants, donations, and sponsors who supported our First Annual \$1,000,000.00 Dollar Shoot Out. The contributions and time invested in this event reflect Atlanta citizen's commitment and concern for the youth. Representatives of Atlanta's local communities and corporations participated and assisted in multiple facets of the Golf Tournament. Interaction and Donations to the \$1,000,000.00 Shoot-Out Fundraiser speaks volumes about Atlanta's character. Their contributions assisted Mayor Franklin & AWDA in ensuring Atlanta High School Seniors the possibility to pursue education, valuable work experience, viable income, and financial literacy by participating in Next Step, *The Atlanta Promise*.

Over 50 Local Youth from Crawford Long Middle School assisted in the days events and got personal tours of the golf course. Further, these students personally spoke with Mayor Shirley Franklin, while she explained the importance of Next Step to the students, many who will attend high school next year. In all, The Golf Tournament raised over \$40,000.00 in donations through sponsorships, gift packages, and its silent auction. This money will help supplement costs of Mayor Franklin's Next Step and AWDA's Youth Employment Programs.

Participants and volunteers indeed remembered their formative years and realize that Children are Our Future. Thank you again for your generosity and commitment to improving Atlanta, by "Investing in the Youth Today for Tomorrow's to come."



**Board Members: Vilas Patel & Mike Romesburg**



**Mayor Franklin & Crawford Long Middle School Students**

## AWDA \$1,000,000.00 SHOOTOUT RESULTS

<b>1<sup>st</sup> Net</b>	<b>1<sup>st</sup> Gross</b>	<b>Men's Longest Drive #18</b>	- Matt Brown
<b>Bench Warmers</b>	<b>Coca Cola Company</b>	<b>Women's Longest Drive #15</b>	- Karen Parks
1. Corey Leverette	1. Willie Beatley	<b>Closest to Pen Hole #2</b>	- Rickey Perry
2. Ren Halford	2. Joel Greshon	<b>Closest to Pen Hole #6</b>	- Guy Craft
3. Wayne Dodson	3. Arthur Culbreth	<b>Closest to Pen Hole #14</b>	- Robert Wilkins
4. Jim Hancock	4. Doug Henry	<b>Closest to Pen Hole #17</b>	- Cory Leverette
		<b>Putting Contest Winner</b>	- Bryan King

**Guy Craft shot for a hole in one and the chance to take home \$1,000,000.00!**

**Colgate Cont...** Atlantic Recording Artist, Trey Songz featured weekly on MTV & BET serenaded the audience with portions of a single from his upcoming album "I Gotta Make It." Trey Songz performed and interacted with the crowd on behalf of the *It's Cool to Be Smart* "Single Parent

Initiative" and the Music Education Group "Music Appreciation Series." He answered questions from a panel comprised of audience members, and stayed after the event to personally greet audience members, sign autographs, and take photos with fans. Following Trey Songz performance, the crowd recognizing the next guest speaker began chanting "its Six Oclock, its Six Oclock" as V-103's famous evening DJ, Greg Street was introduced. Street spoke to the audience on the importance of pursuing education, gainful employment, and remaining an active member in the community. He finally introduced Mayor Shirley Franklin, who accepted a check of \$10,000.00 from Blenda DeBerry of Colgate/Palmolive and Nancy Scott of Kroger. Mayor Franklin delivered an encouraging oration focused on Next Step, *The Atlanta Promise*, and followed by answering questions from inquisitive students and their parents. Proceeding the closing ceremony, Mayor Franklin stayed and personally met with all of the recent High School Graduates to ensure that each received the individual attention and services she promised.

AWDA's own Wymon Henderson, former NFL Denver Bronco's great delivered an inspirational and spiritual message to close out the Colgate P.O.W.E.R. Campaign. After the official conclusion and giveaways, most of the speakers stayed and fielded questions from the media, students, and interested attendees.



### Job Fair Reaches the Masses

The latest Job Fairs at Atlanta Workforce Development Agency's One-Stop Center have boasted some of the largest customer turnouts that the bureau has encountered since its inception. Averaging 150+ customers, AWDA serviced over 240 customers, as they entered in droves hours before the official job fair commencement time of 10 a.m. AWDA employees attribute their recent surge in customers to word of mouth advertising and satisfaction of well-regarded customer service. Job Fairs are held every Tuesday morning at 10 a.m. and AWDA invites all Atlanta Residents seeking permanent gainful employment, education, and career training to stop by the One-Stop Center at 818 Pollard Blvd. Atlanta, GA 30315 any morning Monday – Thursday for orientation or visit online at :

[www.atlantaworkforce.org](http://www.atlantaworkforce.org)

Articles Written by: Jae Scarborough  
Contributions from Keith Gulley, and  
Michelle Dorsey  
Editing by: Roberta Morris







Momentum is building as the AWDA *Ballers* were victorious in their last two games. These wins came at the expense of the City of Atlanta's Planning and Procurement Departments. After their first game filled with questionable calls and plays by the official and some Public Works staff, the *Ballers* have settled in and adjusted to the idiosyncrasies of City Inter-department League play. The Stellar Pitch & Catch of Dewey McClain and Deborah Lum continues to prove superior against opponents. The agile infield play of Sean Jones, Gabrielle Allmon, Danny Bryant, Kevin Ware, Jonelle Myers, Sherron Reese, and Michelle Dorsey is as fluid and easy as a well oiled machine. The outfield of Ralph Dickerson, Wymon Henderson, Kenny Cottrell, Patricia Hutchinson, Dion Standford, Roberta Morris, Evan

Campbell, and Jae Scarborough flat out intimidates opponents with their ability to cover the entire field. However, even as the premier team in the City's Inter-department League, the *Ballers* have remained humble and are taking each game one at a time. The AWDA *Ballers* would like to extend an invitation to everyone who wants to watch the most exciting Softball Exhibition games every Wednesday at Southside Park, off of Jonesboro Rd. & 285.

### ISI UPDATE:

#### GRADUATES AND PARTICIPANTS GET JOBS & INTERVIEWS

Atlanta Workforce Development Agency recognized its first graduates of the ISI training courseware last month. Mary Mullins and Shavonda Lumpkin completed their Customer Service and Security Guard lessons and obtained interviews with Core Security. However, these two customers are just the first of many that will be hired by Core Security, who seeks to employ some 100+ security guards by July 1, 2005. Some other participants of ISI were able to reap in the spoils of labor as they gained second interviews for MC Dean's Electrical Maintenance Apprenticeship Program. Nafessah Busron and Robert West who have been studying and training the Electrical Maintenance courseware for more than 3 weeks, were elated to receive invitations for a second more extensive in depth interview with MC Dean. Sewanu Kponou, another ISI Electrical Maintenance student was very happy with the initial screening interview outcomes and remarked on his experiences and training with ISI "We need the jobs, so we'll do what it takes!"

To find out more about ISI training and the careers available to diligent applicants, please come to orientation at AWDA's One-Stop Career Center, or contact:

Abel Favela      404.526.9896      AFavela@atlantaga.gov



AWDA Staff Picnic will be on June 11, 2005 @ 4pm. Mr. Barney Hart has graciously agreed to host this event, and welcome AWDA Family & Friend's to his home in South West Atlanta. There will be food, games, and fun for all ages. Everyone is collectively asked to provide a dish or supply for this festive gathering. Contact Julia Bond, [jbond@atlantaga.gov](mailto:jbond@atlantaga.gov) to list the items you will bring, get directions, and any other information.

### AHA / AWDA Success Story:

Ms. Sandra Malone began the AWDA/AHA 4 week training program on May 9, 2005. Ms. Malone was inspired and enthusiastic about the opportunity to obtain and enhance her professional and technical skills to further increase her appeal and overall demand within the current job market. She began her preparation by attending the Job Readiness, Industrial Maintenance Engineering, and Basic Computer classes at AWDA's One-Stop Center. Once armed with the necessary tools to accomplish her professional goals, Ms. Malone secured two interviews. She accepted a position with one employer, Holmes Personal Care Inc. who were impressed with her energetic personality, willingness to acquire new skills, and positive work ethic. We're proud to report that she began employment on May 23, 2005 as a Patient Care Helper. Ms. Malone realizes this opportunity as a stepping stone to her ultimate career goal of becoming a professional carpenter.

Ms. Malone is the proud mother of Roderick, a 5th grader at Kipp Way Academic Academy. Roderick an all "A" student recently received awards for the highest GPA in the 5th grade, Honor Roll, Scouts Award, Academic Excellence in Math and Reading (7th grade level). These awards were beautiful medals attached to multicolor (red, white, and blue) ribbons. In addition, he left center stage with at least six certificates (all academic) in Accountability, Team ship, Perseverance, Honor Roll, Attendance, and Punctuality (having never been tardy or absent a day since kindergarten)!

The staff here at AWDA is extremely proud of Ms. Malone and young Roderick. They are living proof that if you can believe it, you can achieve it. AWDA/AHA wants to salute, recognize, and showcase this winning team to all of Atlanta. We challenge other participants to follow this path of diligence and hard work in achieving their academic and professional training and employment goals. Congratulations to the entire Malone Family once again, on a job well done!

Submitted by: Marilyn Sims Program Manager and Charlotte Oliver Lead Staff

Edited by: Jae Scarborough



Marilyn Sims, Charlotte Oliver and the Malone Family

### Word of the Month:

Lionize \Ly-u-nyz\, transitive verb:

To Look on or Treat (a person) as a celebrity. treat or regard as an object great interest or social importance.

Lionize, comes from lion, in the sense of "a person of great interest or importance."

i.e. "During the month of May, the musician was lionized all over Atlanta."

### Quote of the Month:

"I watched a small man with thick calluses on both hands work 15 and 16 hours a day. I saw him once literally bleed from the bottoms of his feet, a man who came here uneducated, alone, unable to speak the language, who taught me all I needed to know about faith and hard work by the simple eloquence of his example."

-Mario M. Cuomo former governor of New York